

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

FLOWERS BEAUTIFUL

from

JACOB SCHULZ CO.

INCORPORATED

550 SOUTH FOURTH AVENUE
LOUISVILLE KENTUCKY



Mothers' Day Gifts



LOWERS—what joy they bring to any mother! Profusely fragrant and delightfully refreshing they will, if presented on this day, show a true token of your love and devotion.

A basket, or possibly a corsage, of fresh spring flowers, makes the most appropriate gift to the young mother.

For the older folks, blooming plants, which will carry the joys of this day months afterwards in their hearts, as they care for them through the summer months as mothers only know how, make the proper gift.

| <i>Cut Flowers and Plants</i> | <i>Price Per Dozen</i> | | | |
|---|------------------------|--------|--------|--------|
| Killarney, <i>White or Satiny Pink</i> | \$2.00 | \$2.50 | \$3.00 | \$4.00 |
| Ophelia, <i>Peach Shade</i> | \$2.00 | \$2.50 | \$3.00 | \$4.00 |
| Sunburst, <i>Orange</i> | \$2.00 | \$2.50 | \$3.00 | \$4.00 |
| Wards, <i>Salmon</i> | \$2.00 | \$2.50 | \$3.00 | \$4.00 |
| Richmond, <i>Crimson</i> | \$2.00 | \$2.50 | \$3.00 | \$4.00 |
| Russell, <i>Cerise</i> | | \$5.00 | \$6.00 | \$8.00 |
| Hoosier Beauties, <i>Deep Red</i> | | \$4.00 | \$5.00 | \$6.00 |
| Cecil Brunner (<i>sweetheart</i>) <i>Light Pink</i> | | | | 75c |
| Carnations (<i>all colors</i>) | | | | \$1.50 |
| Sweet Peas, <i>per hundred</i> | | | | \$3.00 |
| Lilies of the Valley, <i>cultivated</i> | | | | \$1.50 |
| Orchids, <i>each</i> | | | | \$1.50 |
| Daisies | | | | 35c |
| Special Box of Flowers | | \$2.00 | upward | |
| Special Basket of Cut Flowers | | \$2.00 | upward | |
| Special Mothers' Day Corsages | | \$2.00 | upward | |
| Combination Plants | | \$1.00 | upward | |
| Rose Plants, <i>large variety</i> | | 50c | upward | |
| Hanging Baskets | | \$2.00 | upward | |
| Baskets of Plants | | \$2.50 | upward | |
| Ferns, <i>different varieties</i> | | \$1.00 | upward | |

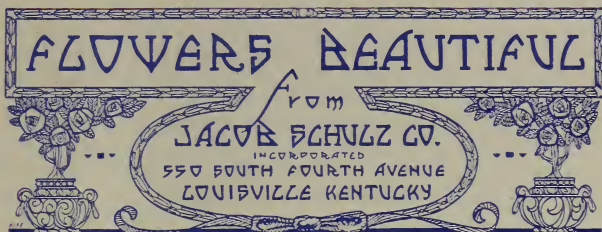
Louisville's
Flowerphones
-- 223 --

Jacob Schulz Co.
INCORPORATED EST. 1913
550 FOURTH AVENUE - LOUISVILLE

Louisville's
Flowerphones
-- 223 --

The FLOWER SHOP

Flowers Telegraphed Anywhere in the United States



THIS BOOKLET IS ISSUED GRATIS FOR ALL OUR PRESENT AND PROSPECTIVE CUSTOMERS. ITS PURPOSE IS TO BE OF AS MUCH PRACTICAL VALUE AS POSSIBLE TO A LOVER OF FLOWERS. THOSE NOT RECEIVING IT REGULARLY SHOULD NOTIFY US TO PLACE THEIR NAME ON OUR LIST.

Published by Jacob Schulz Co., Inc.

Edited by Wm. A. Kleesattel

First Volume

MAY, 1918

Seventh Number

A Proclamation by the President of the United States of America

WHEREAS, By a Joint Resolution approved, May 8, 1914, "designating the second Sunday in May as Mother's Day, and for other purposes," the President is authorized and requested to issue a proclamation calling upon the government officials to display the United States flag on all government buildings, and the people of the United States to display the flag at their homes or other suitable places on the second Sunday in May as a public expression of our love and reverence for the mothers of our country;

AND WHEREAS, By the said Joint Resolution it is made the duty of the President to request the observance of the second Sunday in May as provided for in the said Joint Resolution:

Now, Therefore, I, Woodrow Wilson, President of the United States of America, by virtue of the authority vested in me by the said Joint Resolution, do hereby direct the government officials to display the United States flag on all government buildings and do invite the people of the United States to display the flag at their homes or other suitable

Help back them "over there" by starting a War Garden.

places on the second Sunday in May as a public expression of our love and reverence for the mothers of our country.

In witness whereof, I have set my hand and caused the seal of the United States to be hereunto affixed.

Done at the city of Washington this ninth day of May, in the year of our Lord one thousand nine hundred and fourteen, and the Independence of the United States one hundred and thirty-eight.

WOODROW WILSON.

By the President:

WILLIAM JENNINGS BRYAN,

Secretary of State.

(SEAL)

With the President of the United States proclaiming the second Sunday in May as Mothers' Day, we find, by referring to the pages of history, that it is not entirely a new day, but merely a revival of an old English custom when the young people went a-mothering.

Today, however, we carry it a step farther by presenting flowers to our Mothers, for it helps convey our sentiment as practically nothing else can. And now, as never before, in these tempestuous times, this day should be kept before us and our mothers everywhere should be uppermost in our minds and hearts and be remembered on this day.

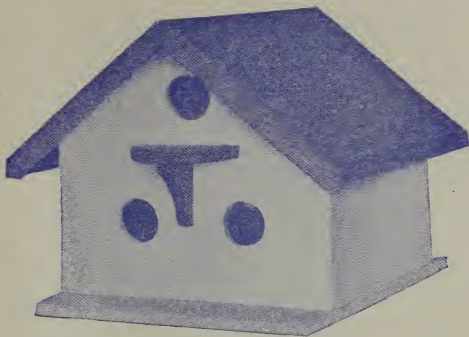
An Appropriate Mothers' Day Gift



This beautiful flower pot, with a pretty plant in it, will make a splendid gift for *your* mother. It is molded with clear, distinct and beautiful lines, and its coloring is exquisite, being partly white and a pale green.

Come in and select the plant you like and we will plant it for you in this Flower Pot. Prices vary according to your selection.

The Government needs your help—Plant a War Garden.



Bird Houses in Your Garden

There's no place like home, and the birds enjoy theirs as much as we all do ours. This reproduction is of an apartment house made for a Martin Colony. It is well built and should not be placed among the trees, but on a pole in the open. In addition to this we have a number of other houses for Wrens, Blue Birds and Chickadees. Prices vary according to style and size of the house you wish.

While You're Away

During the summer months there are many extended trips and vacations which keep us from home for many weeks or possibly most of the summer. During our absence the weeds come up, grass runs to seed, and in fact the entire place looks bad. With the addition of our gardening department we are in a position to take care of your place during your absence. Phone our Gardener to see you and submit prices. It implies no obligation to ask.

Be patriotic and plant a War Garden. We have a complete cabinet of seeds and any quantity of young tomato plants selling at 35 cents per dozen.

Food is ammunition—Plant a War Garden in your yard.

Bulbs for Your Garden

The first we give mention to is the *Gladiolus*. Although they can be planted promiscuously in the garden for beautiful decorative effects, their chief value is for cut flowers. By making successive plantings, from ten to twenty days, you will be assured of blooms from the first part of July until the first frost in fall.

When cutting the spikes it is preferable to do so when they have just a few blooms on them. They will all come out when arranged in a vase of water, and by picking the faded blooms and changing the water each day, you will have a fresh looking vase of flowers for about ten days. The lasting quality of the gladiolus is exceptional.

Among our collection you will find your favorite color. They are sold for seventy-five and one dollar per dozen, according to the variety. Special prices made for quantities.

The *Dahlia* is a native of Mexico, and before the invasion of Mexico by Cortez, was grown by the Aztecs under the name of Acocotli. It was named Dahlia in honor of Professor Andrew Dahl, a Swedish Botanist.

Dahlias will grow in almost any kind of soil, if properly planted and cultivated. It matters not so much about the kind of soil as the condition of the soil before and after you plant them. It is advisable, however, to apply liberal applications of fertilizer, both before and after planting. Plant them about three feet apart, and lay the tubers in a horizontal position (never stand them on end); and plant them so that the tubers will be four inches below the surface. This is very essential to insure proper results.

Proper watering and hoeing are the two main essentials for the best growth and development of Dahlias. Many people have the mistaken idea that they should be watered daily. This is unfortunate, for this practice causes a rapid and soft growth. Unless there is a prolonged drought, artificial watering is hardly necessary. The *main essential*, however, is to cultivate them often to a depth of from one to two inches and apply some fertilizer occasionally. The bulbs we have for sale vary in price from fifteen cents upward. Make your selection early.

A War Garden shows your patriotism.—Plant one today.



An Appropriate Mothers' Day Gift

This is an attractive novelty of growing plants that will make an appropriate and attractive gift on Mothers' Day. They are planted with different colored Geranium Plants and small Begonias, English Daisies, etc., and trimmed attractively in various colors. Prices range from One Dollar upward according to size and selection.

We have been fortunate to secure some *Gaillardia Seed* from a grower who has made a specialty of this flower. It is very easily grown and will be a wonderful addition to your garden. They grow best in a bright, open, sun-lit place where the soil is well drained. They have a profusion of blooms throughout the summer, and last longer than the average flower. The bloom has somewhat the appearance of a large daisy, with elaborate coloring, running to intense reds and yellows. Price of this seed is five cents per package.

We sell the seeds for War Garden. Phone us today.

Memorial Day—May Thirtieth

On this day the nation will honor the memory of those who served their country in troublous times many years ago. And this year it will be brought home to us more forcibly than ever, for we are again in a conflict. Are you going to express your sympathy and respect by making bright and lovely their resting place? We can supply you with either cut flowers or a Special Wreath made from Galax or Magnolia Leaves, with appropriate flowers and an American Flag worked to one side for \$2.50. For those who prefer something of a more permanent character we can supply unlimited numbers of plants and shrubs or make a green cover of ivy for you on the grave.



An Appropriate Mothers' Day Gift

This hanging basket is another beautiful Gift to remember your mother with. It will be a source of pleasure to her throughout the summer.

Plant a War Garden and help our boys. They need Food.

A War Time Saving?

Under the above heading we commenced writing a little story. We were prompted to this by noticing that many people had eliminated flowers from their shopping list. This seemed rather queer to us, for even tho we realize the terrible horrors of the present conflict and the need for funds, we earnestly believe it is, and will make people more sentimental at heart. But before I had gone very far I chanced to read the following article in the Florists' Exchange, written by J. J. Lane, which I think covers in a better and more complete manner what I proposed writing:

"We who love gardens have reason to be thankful. Gardening is relaxation. The refining and soothing effects of digging in a garden are the more keenly to be appreciated in war times because of the comparison such work affords to the echoes of the cannon and the strife of war. Nature's wholesome breath is like a benediction.

We who make gardening our hobby are glad of the broadened appreciation of our hobby brought about by the Government urging the people to plant gardens. We are proud, too, because of the happiness and contentment our new found co-workers have discovered in growing things. Because our brothers are "over there" is no reason why we should expect the sun to stop shining, the beauties of Nature to cease, or the songs of birds to be stilled.

Flower gardening is just as necessary in these war times as vegetable gardening. Flowers are food for the soul, stabilizers of the emotions. More than ever do we need these things now.

God intended that flowers should give us cheer. Was there ever a time when cheerfulness was more needed than in these days when so much is happening to unsettle our thoughts? Grow flowers! Preach the gospel of beauty to all about you!

Gardening for flowers, for beauty, for naturalness, will never be listed as a non-essential in the lives of the American people. It is as necessary a feature of wholesome lives as good fresh air and sunshine."

Food will win the war—Plant a War Garden and help.

Your Flower Garden

Flowers always bear a message of love and sympathy, and can be made to express every thought or feeling. But think how much added joy there is for the sender when the flowers come from his own garden. We have among our collection of plants many that are suitable for your garden. And then we have a complete cabinet of flower seeds in which you will find your favorite flowers. Plant them around the little nooks of the out-of-doors part of your home—in the flower beds and on the porch, and in the window boxes and hanging baskets. If you want quick results, let us submit you an estimate on planting it for you.

The Care of House Plants During Summer

The summer is the proper time to give attention to your house plants if you want fine, healthy plants for winter. Many desert their Winter House Plants for the outdoor garden. This is unfortunate, for when winter comes again and they are looking forward to having fresh, healthy plants in the house, they have sickly-looking plants which they try to bring back to life and invariably without any success.

We would therefore, suggest that your plants be placed on the Northern and Eastern sides of the house. This permits them to get plenty of air and light, yet keeps them out of the burning rays of the summer sun. As this is the best time to give them a rest, water just enough to keep the plant from wilting. Look over them every week to see that there are no branches getting a start on others. If so, cut them off.

When you bring them back into the house again in the fall, remember that they have been getting considerable fresh air and light outdoors. Therefore, do not deprive them of this entirely when you bring them into the house, for it invariably causes the plants to die. Open the window farthest removed from the plant and permit a circulation of fresh air daily. Likewise, place the plant near a window where it will get plenty of light.

You still have time to plant a War Garden. Start now.

"Say it with Flowers"



On Her BIRTHDAY

SEND flowers as her birthday gift—that is one token which she will surely appreciate and long remember. Flowers always make friends, they inspire culture, refinement and tenderness.

It is always appropriate to "Say it with Flowers." For birthdays, weddings, social events, the sick room, to brighten the home, you can best express your sentiments with flowers.

Jacob Schulz Co.
INCORPORATED EST. 1873

550 FOURTH AVENUE - LOUISVILLE

The FLOWER SHOP

We Telegraph Flowers
Everywhere



The Baby

Safe sleeping on its mother's breast
The smiling babe appears,
Now sweetly sinking into rest,
Now washed in sudden tears:
Hush, hush, my little baby dear,
There's nobody to hurt you here.

Without a mother's tender care,
The little thing must die;
Its chubby hands too feeble are
One service to supply;
And not a tittle does it know
What kind of world 'tis come into.

The lambs sport gaily on the grass,
When scarcely born a day;
The foal, beside its mother,
Trots frolicksome away,
No other creature, tame or wild,
Is half so helpless as a child.

Then surely, when each little limb
Shall grow to healthy size,
And youth and manhood strengthen him
For toil and enterprise,
His mother's kindness is a debt,
He never, never will forget.

—JANE TAYLOR.